my first
Disney
PRINCESS
The story begins with you...

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Introduction

Introduction:

Disney Princess enables little girls to live the fantasy every moment of every day. Each Disney Princess has a unique story to tell that inspires dreams of fantasy and fairytales, and empowers girls with virtues of integrity, compassion, hope, honor, kindness, discovery, and love.

Objective:

Through a collaborative effort, this new Disney Princess Branding and Packaging guide should supersede the existing standard. We have refreshed the character art, icons and added other elements in order to create a distinct look and feel.

Target Audience:

Primary Girls 6 mos. - 3 yrs.

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Window Box

1. Use My First Princess Logo XXXXXXXXX.psd
2. Use Coop Flaired for product name
3. Use background XXXXXXXXX.ai
4. Use Castle artwork XXXXXXXXX.psd
5. Use Sparkles XXXXXXXXX.psd
6. Use Trade dress XXXXXXXXX.psd
7. Use Character art XXXXXXXXX.psd
8. Use Liner XXXXXXXXX.psd
9. Use frame elements XXXXXXXXX.ai
10. Use snipe XXXXXXXXX.psd
11. Use Product Frame XXXXXXXXX.psd
12. Include Disney Princess URL info with legal
13. Use Futura Bold and Futura Book for age grade
14. Use Good Vibrations and Gill Sans for editorial
15. Use Gill Sans for product descriptions

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Closed Box

1. Use My First Princess Logo XXXXXXXXX.psd
2. Use Coop Flaired for product name
3. Use background XXXXXXXXX.ai
4. Use Castle artwork XXXXXXXXX.psd
5. Use Sparkles XXXXXXXXX.psd
6. Use Trade dress XXXXXXXXX.psd
7. Use Character art XXXXXXXXX.psd
8. Use snipe XXXXXXXXX.psd
9. Use Product Frame XXXXXXXXX.psd
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13. Use Gill Sans for product descriptions

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Blister Card

1. Use My First Princess Logo XXXXXXXXX.psd
2. Use Coop Flaired for product name
3. Use background XXXXXXXXX.ai
4. Use Castle artwork XXXXXXXXX.psd
5. Use Sparkles XXXXXXXXX.psd
6. Use Frame elements XXXXXXXXX.ai
7. Use Trade dress XXXXXXXXX.psd
8. Use Character art XXXXXXXXX.psd
9. Use snipe XXXXXXXXX.psd
10. Use Product Frame XXXXXXXXX.psd
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Hang Tag

1. Use My First Princess Logo XXXXXXXXX.psd
2. Use Coop Flaired for product name
3. Use background XXXXXXXXX.ai
4. Use Castle artwork XXXXXXXXX.psd
5. Use Sparkles XXXXXXXXX.psd
6. Include Disney Princess URL info with legal
7. Use Futura Bold and Futura Book for age grade

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Header Card

1. Use My First Princess Logo XXXXXXXXX.psd
2. Use Coop Flaired for product name
3. Use background XXXXXXXXX.ai
4. Use Trade dress XXXXXXXXX.psd
5. Use Character art XXXXXXXXX.psd
6. Include Disney Princess URL info with legal
7. Use Futura Bold and Futura Book for age grade

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Elements

Logo

XXXXXXXXX.psd

Product frame

XXXXXXXXX.psd

Castle

XXXXXXXXX.psd

Snipe

XXXXXXXXX.psd

Trade Dress

XXXXXXXXX.psd

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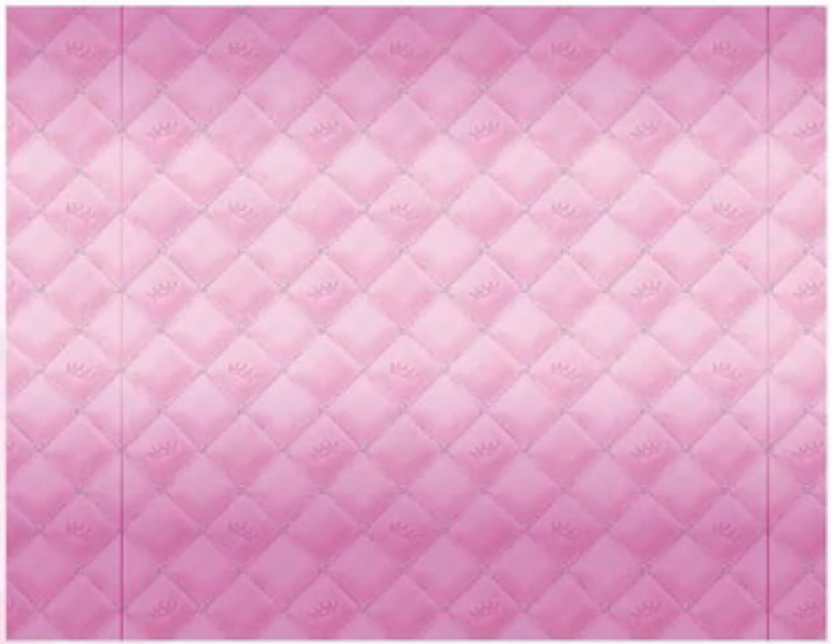
Elements

Sparkles

XXXXXXXXX.psd

Pattern



XXXXXXXXX.psd

Color

PANTONE® 241 C

PANTONE 204 C

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Elements

Doll Liner

XXXXXXXXX.psd

Liner

XXXXXXXXX.psd

Frame Elements

XXXXXXXXX.psd

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Elements

Character Art

XXXXXXXXX.psd

XXXXXXXXX.psd

XXXXXXXXX.psd

XXXXXXXXX.psd

XXXXXXXXX.psd

XXXXXXXXX.psd

XXXXXXXXX.psd

XXXXXXXXX.psd

XXXXXXXXX.psd

XXXXXXXXX.psd

XXXXXXXXX.psd

XXXXXXXXX.psd

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Retail Signage

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Presentation

11 x 8.5 slide

xxxxxxxxx.psd

20 x 15 board

xxxxxxxxx.psd

15 x 20 board

xxxxxxxxx.psd

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Fonts

Coop Flaired (use for Product Name)
House Industries www.houseind.com/fonts/

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,.?!

Gill Sans Light (use for Product Description)
Linotype www.linotype.com

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,.?!

Good Vibrations Script (use for taglines)
MyFonts www.myfonts.com

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,.?!

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